

South Dakota Health Insurance Exchange

Outreach and Communication Subcommittee Meeting

July 19 from 1-5 p.m. CT

Kings Inn, Pierre, South Dakota

1. Dr. Robinson from Market Decisions will discuss results of the phone survey
 - a. Question and answer section with all members of the task force
2. SHIINE Performance Measures
3. Continued development of the Smart Chart communications plan
 - a. Identify specific target audiences
 - b. Discuss the values and barriers for each audience identified
 - c. Decide what themes will be used to reach each audience
4. Status of rules from HHS
 - a. Anything new to report?
 - b. Any federal updates or timelines?
5. Open Discussion and Questions
6. Discuss agenda topics for final meeting on August 16